

What is claimed is:

- 1           1.       A system for automatically targeting Web-based advertisements,  
2 comprising:  
3           an indexer to identify advertisements relative to a query, wherein  
4 identified advertisements describe characteristics relative to at least one of a  
5 product and a service;  
6           a scorer to score the advertisements according to match between the query  
7 and the characteristics of the identified advertisements; and  
8           a targeting component to provide at least some of the advertisements as  
9 Web-based content.
- 1           2.       A system according to Claim 1, wherein a numerical score is  
2 assigned to the identified advertisements based on a degree of the match.
- 1           3.       A system according to Claim 2, wherein the numerical score is  
2 determined relative to at least one of a content match and a categorical match.
- 1           4.       A system according to Claim 2, further comprising:  
2           a sorter to sort at least some of the identified advertisements by the  
3 numerical score.
- 1           5.       A system according to Claim 4, further comprising:  
2           a selector to select at least some of the sorted identified advertisements  
3 relative to a predefined threshold.
- 1           6.       A system according to Claim 1, further comprising:  
2           a filter to filter the identified advertisements relative to at least one of a  
3 country, locale, language, and daily budget.
- 1           7.       A system according to Claim 1, further comprising:  
2           a ranker to rank the identified advertisements using a selection criteria and  
3 ordering at least some of the ranked identified advertisements.
- 1           8.       A system according to Claim 7, further comprising:

2 a selector to select at least some of the ordered identified advertisements  
3 relative to a ranking cutoff.

1 9. A system according to Claim 7, further comprising:  
2 an evaluator to evaluate the selection criteria based on at least one of a  
3 fixed cost, variable cost, and random factor associated with one or more of the  
4 identified advertisements.

1 10. A system according to Claim 9, wherein at least one of an  
2 acceptable fixed cost and an acceptable variable cost is applied as the selection  
3 criteria.

1 11. A system according to Claim 9, wherein at least one of the fixed  
2 cost and the variable cost is provided as part of the characteristics of the identified  
3 advertisements.

1 12. A system according to Claim 1, further comprising:  
2 an advertising creative generator to generate an advertising creative based  
3 on the characteristics of at least one such identified advertisement.

1 13. A system according to Claim 12, wherein the advertising creative  
2 is provided as part of the at least some of the advertisements.

1 14. A system according to Claim 1, wherein the advertising creative is  
2 provided as at least one of a hint provided with at least one such identified  
3 advertisement, predefined text, a precomputed advertising creative, and a cached  
4 advertising creative.

1 15. A method for automatically targeting Web-based advertisements,  
2 comprising:  
3 identifying advertisements relative to a query, wherein identified  
4 advertisements describe characteristics relative to at least one of a product and a  
5 service;

6           scoring the advertisements according to match between the query and the  
7 characteristics of the identified advertisements; and  
8           providing at least some of the advertisements as Web-based content.

1           16.    A method according to Claim 15, further comprising:  
2           assigning a numerical score to the identified advertisements based on a  
3 degree of the match.

1           17.    A method according to Claim 16, further comprising:  
2           determining the numerical score relative to at least one of a content match  
3 and a categorical match.

1           18.    A method according to Claim 16, further comprising:  
2           sorting at least some of the identified advertisements by the numerical  
3 score.

1           19.    A method according to Claim 18, further comprising:  
2           selecting at least some of the sorted identified advertisements relative to a  
3 predefined threshold.

1           20.    A method according to Claim 15, further comprising:  
2           filtering the identified advertisements relative to at least one of a country,  
3 locale, language, and daily budget.

1           21.    A method according to Claim 15, further comprising:  
2           ranking the identified advertisements using a selection criteria; and  
3           ordering at least some of the ranked identified advertisements.

1           22.    A method according to Claim 21, further comprising:  
2           selecting at least some of the ordered identified advertisements relative to  
3 a ranking cutoff.

1           23.    A method according to Claim 21, further comprising:

2           evaluating the selection criteria based on at least one of a fixed cost,  
3   variable cost, and random factor associated with one or more of the identified  
4   advertisements.

1           24.    A method according to Claim 23, further comprising:  
2           applying at least one of an acceptable fixed cost and an acceptable variable  
3   cost as the selection criteria.

1           25.    A method according to Claim 23, further comprising:  
2           providing at least one of the fixed cost and the variable cost as part of the  
3   characteristics of the identified advertisements.

1           26.    A method according to Claim 15, further comprising:  
2           generating an advertising creative based on the characteristics of at least  
3   one such identified advertisement.

1           27.    A method according to Claim 26, further comprising:  
2           providing the advertising creative as part of the at least some of the  
3   advertisements.

1           28.    A method according to Claim 15, further comprising:  
2           providing the advertising creative as at least one of a hint provided with at  
3   least one such identified advertisement, predefined text, a precomputed  
4   advertising creative, and a cached advertising creative.

1           29.    A computer-readable storage medium holding code for performing  
2   the method according to Claim 15.

1           30.    An apparatus for automatically targeting Web-based  
2   advertisements, comprising:  
3           means for identifying advertisements relative to a query, wherein  
4   identified advertisements describe characteristics relative to at least one of a  
5   product and a service;

6            means for scoring the advertisements according to match between the  
7 query and the characteristics of the identified advertisements; and  
8            means for providing at least some of the advertisements as Web-based  
9 content.